

INTRODUCTION

Applied Science University is a leading international University in the Gulf, dealing with multiple courses in several disciplines. They provide information about each course and market their programs as a part of their student outreach and Marketing efforts. They were looking to leverage new age digital medium to make this program more effective in terms of cost, logistics and more importantly maximizing their reach.

PROBLEM

Creating awareness using traditional medium of including a pamphlet has several issues including logistics and linguistics. Added to this, there is no easy way of finding out the effectiveness of their communication having to rely on manual process of data collection.

SOLUTION



ASU chose to use Hola Enterprise for their campaign. A bulk SMS campaign to their target audience, with a Hola link was sent in several tranches.

Hola embeds rich media into a URL that can be sent over SMS, E-mail, or any other social media channel. The same effect can be achieved by printing a QR code.

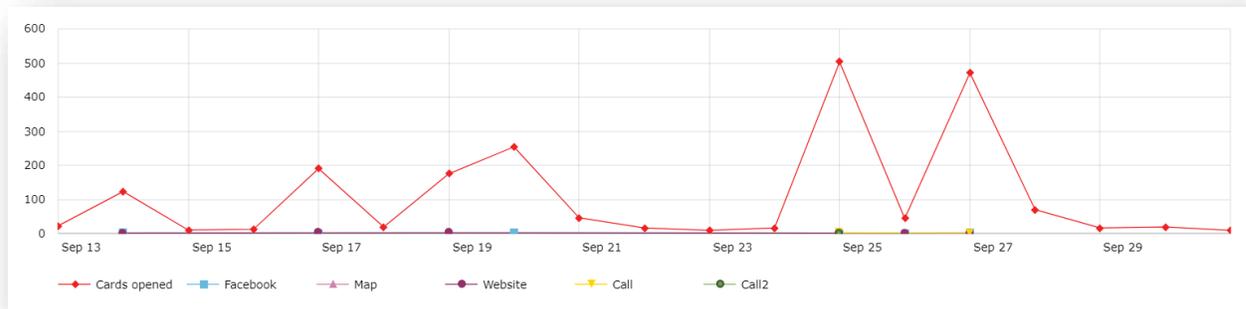
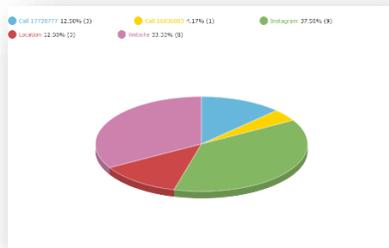
When the receivers of the SMS click on the link a lightweight animated video plays in the mobile browser, communicating the value proposition and other useful course information using visuals. This effectively served the purpose of communication in regions where language could be a problem. Even otherwise, visuals are more effective than textual communication.

Strategically placed smart Call-to-action buttons help the user to take further actions like, downloading an app from the corresponding app store based on the operating system or help in prospective students reaching ASUs customer support number among a host of others features. Information and Call to Actions in a Hola card are accessible at the touch of a button. This ensures convenience to end users and less chance of missing out of prospective students for ASU. Real time & geographical based analytics give valuable insights into the effectiveness of the communication, giving direction to their sales and distribution network.

RESULT

With increased usage mobile internet on smart phones, very encouraging results were recorded as a part of Hola Analytics. More than 1100 opens were recorded in a short span of 15 days.

This prompted ASU to launch several campaigns in Gulf and in the UK with Hola Enterprise resulting increased lead generation. Insightful real-time analytics also provided ASU with a bird's eye view of the campaign.



Gulf University is another success story for using Hola over SMS, where they received close to 200 phone calls in the first 3 hours of the campaign.

CONCLUSION

Hola cards can be distributed not only over SMS, but over email and social media as well. The easy of distribution coupled with the convenience of call backs and rich analytics, make Hola Enterprise a compelling reason to choose in your Digital Marketing campaigns.